Utilizing an Infographic Patient Education Tool in the Management of Atopic Dermatitis

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Learning Objectives

• Connect the importance of health literacy as it relates to patient education methods and improved outcomes
• Define the pathophysiology of atopic dermatitis
• Explain current atopic dermatitis guidelines from the American Academy of Dermatology and the American Academy of Pediatrics for primary care management
• Identify resources available for the development of infographic-based patient/parent education tools

Terminology

• Literacy – “A person’s ability to read, write, speak, and compute and solve problems at levels necessary to: function on the job and in society, achieve one’s goals, develop one’s knowledge and potential.” ~ US Department of Health & Human Services
• Health Literacy – “The degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.” ~ US Department of Health & Human Services
• Infographic – “A chart, diagram, or illustration that uses graphic elements to present information in a visually striking way.” ~ Merriam-Webster
• Plain Language – “A strategy for making written & oral information easier to understand.” ~ US Department of Health & Human Services

Levels of Literacy

Level I Proficient - Possesses skills necessary to perform complex and challenging literacy activities
Level 2 Intermediate - Able to perform moderately challenging activities
Level 3 Basic - Able to perform simple, everyday tasks
Level 4 Below Basic - Able to perform only the most simple and concrete literacy skills
Health Literacy & Health Outcomes

Key research findings on the relationship between health literacy and health outcomes:
- Use of preventive services
- Knowledge about medical conditions and treatment
- Rates of hospitalization
- Health status
- Health care costs
- Stigma and shame

Littearl In America

1 in 3 adults read at or below 8th grade level

So what can we do?

12% adults have proficient health literacy
14% adults have below basic health literacy

Teaching Our Patients & Families about Atopic Dermatitis

- Educational Methods
  - Workshops
  - Parental Training Program*
  - Professional Educator
- Written Eczema Action Plans*
- Extra Office Visits


People are Visually Wired

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The Mother of Infographics

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Translating the Atopic Dermatitis (AD) Guidelines

[Source: The American Academy of Dermatology]
**Pathophysiology of AD**

Multifactorial
- Immune dysfunction
- Environmental factors
- Genetic predisposition
- Skin barrier dysfunction

**Impact of AD on Families and Providers**

**Patients & Families**
- Frustrating to manage due relapses
- Time consuming skin care regimen
- 50% of children report a severely negative effect of AD on quality of life (QoL)
  - Fatigue & sleep deprivation
  - Depression & anxiety
  - Activity restriction
  - Financial burdens

**Providers**
- Inconsistencies in treatment approach
- Outdated practice guidelines
- Frustrating to manage due to relapse
- Noncompliance to skin care regimen
- Time consuming education during visit

**Patient AD Education – Step by Step**

**Step 1**

**Daily Skin Check**

Illness, infection, stress, sweat, soap, known allergens, wool & extreme temperatures can trigger more rash, redness & itching
Step 2

Daily Dry Skin Care

1. Use a simple cleanser and rinse well.
2. Gently pat dry with towel, leaving skin slightly damp.
3. Use moisturizer over entire body & face after night bath & at least one other time every day.

Step 3

The Itch That Rashes

For red, rough, itchy areas, apply thin layer of medication twice daily followed by moisturizer for up to 2 weeks.

Use ____________________________ on face, neck, skin folds.

Use ____________________________ on torso & extremities.

Once skin is no longer red, rough or itchy, continue Steps 1-2 every day.

Step 4

Extra Relief

If skin is not improving after 2 weeks of using medication, this is moderate to severe eczema and additional medications may be needed.

Use ____________________________ on face, neck, skin folds.

Use ____________________________ on torso & extremities.

If sleep is affected by itching, give ____________________________ 30 minutes before bedtime.

Step 5

When To Call

If at any time you are concerned or there is crusting, oozing, or pus, call your healthcare provider for an appointment as soon as possible.

Call ____________________________ at ____________________________.

Creating Patient Education Tools

- Reading level - 4th grade or below
  - Use a reading level tool
  - One or two syllables per word, one idea per sentence and one concept per paragraph
- Keep it simple
  - Clear and specific actions
  - Focus on behavior not the condition
- 14 point fonts like Times New Roman
- Conversational content and avoid jargon
- Simple color combinations
- White space
- Use simple graphic images that are descriptive without the use of words
References


